

Message Text

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PAGE 01 DAMASC 01153 011529Z

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ACTION NEA-10

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USDOC FOR DIBA/OIM/MC COWEN

E.O. 11652: N/A

TAGS: BEXP SY

SUBJ: DAMASCUS INTERNATIONAL FAIR - FACT SHEET

REF: TYRRELL/MCCOWEN TO WRIGHT TELCON 2/26

1. RE FACT SHEET YOU ARE PREPARING FOR DISTRIBUTION TO
POTENTIAL EXHIBITORS (AND TO SEND US 200 COPIES), FOLLOWING
CHANGES SHOULD BE MADE IN 3-PAGE FACT SHEET USED FOR 1975.
IN SOME INSTANCES, WE PROVIDING COMMENTS EXPLAINING
TO YOU RATIONALE FOR CHANGE.

PAGE 1: CHANGE YEAR IN TITLE TO 1976 VICE 1975

UNDER "HOURS" CORRECT TYPO TO READ "PUBLIC ATTENDANCE"
VICE "ATTENDANTS".

UNDER "CONDITIONS" PARA 2, FOURTH INDENT, CHANGE TYPO TO READ
"...RE-EXPORTED FROM SYRIA IF NOT..." VICE EGYPT.

UNDER "EXHIBITORS CONTRIBUTION" CHANGE INSIDE FEE TO
\$190.00 PER SQUARE METER (APPROXIMATE MINIMUM 12 SQ. M.).
OUTSIDE SHOULD READ "OUTSIDE: \$15 PER SQ. M., MINIMUM 50 SQ.
M. EACH EXHIBITOR."

COMMENT: REFTELCON SUGGESTED 3 X 4 M AT \$2,250 AND 3 X 5M
AT \$2,500, WHICH MEANS CONSIDERABLE DIFFERENCE IN SQ. M. COST
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(\$187.50 VRS \$166.66, COMPARED TO 1975 COST OF \$186.66/SQ.M.

FOR 3 X 5 M BOOTH AND \$191.66/SQ.M. FOR 3 X 4 M BOOTH).
MOREOVER, WE ARE JUST BEGINNING TO GET ROUGH COST ESTIMATES
NOW BASED ON VARIOUS DESIGNS (LAST YEAR'S FOCO DESIGN, THE
ACCRA DESIGN, AND TWO EXCELLENT LOCAL AND NEW DESIGNS). IN
ADDITION, YOU ARE WORKING UP REFINEMENT OF ACCRA DESIGN
SO AS TO FIT IN DAMASCUS PAVILION AND WILL FORWARD THIS
DESIGN TO US BY END OF MARCH. BECAUSE OF UNCERTAINTIES AND
COST DIFFERENCES NOTED ABOVE, BELIEVE IT PREFERABLE WE
STANDARDIZE ON ONE COST PER SQ.M., I.E., \$190.00 WHILE AT
SAME TIME HOLDING TO APPROXIMATE MINIMUM OF 12 SQ. M. PER
EXHIBITOR SO AS NOT TO HAVE A HOST OF ONE-METER EXHIBITS.
END COMMENT.

PAGE 2: CHANGE ". MICHAEL DAVIS" TO MICHAEL DAVIS WITH NO "J".
ASSUME YOU ARE ELIMINATING ALL BEIRUT/RTDO/LEFEAVER INFO AND
WILL DEFER TO YOUR JUDGEMENT WHETHER YOU WISH TO REPLACE WITH
ATHENS INFO.

WASHINGTON, D.C. INFO PRESUMABLY SHOULD RELATE TO
TYRRELL/MCCOWEN IN DIBA/OIM RATHER THAN CAGNE INFO.

PARA. AT MID-PAGE RE "PARTICIPATION WILL BE CO-ORDINATED...
BEIRUT." SHOULD BE ELIMINATED.

"HOW TO PARTICIPATE:" INFO, ELIMINATE ALL RTDO/BEIRUT INFO
FOLLOWING "AMERICAN EMBASSY, DAMASCUS, OR " AND REPLACE WITH
DIBA/OIM INFO. LEAVE IN LAST SENTENCE OF THIS PARA RE KITS.
SHIPPING INSTRUCTIONS: CASE MARKINGS - REPLACE LINE "BEIRUT/
ZONE FRANCHE/" WITH ASTERISK AND INDICATE FOLLOWING AT BOTTOM
OF PAGE WITH ASTERISK FOOTNOTE: "SHIPPER SHOULD INSERT
APPROPRIATE ADDRESS/TRANSIT POINT LINE, E.G., "BEIRUT/
ZONE FRANCHE" IF SHIPPED VIA BEIRUT; OR "LATAKIA/ZONE FRANCHE"
OR "TARTOUS/ZONE FRANCHE" FOR SYRIAN PORTS; OVERLAND
SHIPMENTS REQUIRE NO FURTHER INDICATION AND LINE THERE-
FORE MAY BE LEFT BLANK."

PAGE 3: UNDER "DAMASCUS INTERNATIONAL FAIR" CHANGE END OF
SECOND LINE TO READ "MINISTRY OF ECONOMY AND FOREIGN TRADE,
DAMASCUS, SYRIAN ARAB REPUBLIC." FIFTH AND SIXTH LINES SHOULD
BE CHANGED TO REFLECT DIFFERENT YEAR, "1976 EVENT" VICE 1975;
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23RD FIAR, VICE 22ND; ATTENDANCE AT 1975 FAIR, VICE 1974 FAIR.
UNDER "U.S. EXHIBITION", FIRST PARA, CHANGE TO "SECOND" VICE
FIRST, AND IN "EXCESS OF 1.7 MILLION" VICE 600,000. SECOND
PARA CAN STAY AS IS AS THIS INFO WILL REMAIN TRUE EVEN
IF WE DO GET A DOME. THIRD PARA SHOULD BE CHANGED IN
VIEW OF OUR COMMENTS CONCERNING PER SQ.M. COST DISCUSSED ABOVE,
I.E., LINE FIVE AND SIX, CHANGE TO READ "PRESENTATION WILL BE
LAID OUT IN A CONFIGURATION OF VARIOUS STANDARD BOOTH SIZES

BASED ON MODULAR CONSTRUCTION THEREFORE PERMITTING VARIOUS SIZED
BOOTHES AT UNIT COST PER METER." THEN PICK UP WITH REMAINDER
"OUTSIDE SPACE.." CHANGE LAST LINE TO "OR COMBINATION OF
UNIT INCREMENTS" VICE "INCREMENTS STATED."

2. FREIGHT FORWARDED INFO (USDOC 3106) FOLLOWS IN SEPTTEL.
EVEN WITH SUCH NAMES AND INFO, THIS WAS AND WILL BE A
PROBLEM AREA AND WE WILL WORK TO LESSEN PROBLEMS. SUCH
INFO NOT NECESSARY FOR FACT SHEET AND YOU SHOULD GO AHEAD
WITH FACT SHEET NOW.
MURPHY

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